

# CARAT PULSE NEWS

## DECEMBER 2011 FUNDING IRISH TELEVISION



The annual TV licence fee contributes to programming and other cultural content with a distinct Irish identity. There is inevitably a disconnect between worthy cultural content that might never get produced without licence fee support and what hard-pressed consumers are willing to pay for. Given the immense financial pressures on most households, any fee or charge is hard to justify. With the license fee, we found that almost half (46%) of Irish consumers feel that the quality/relevancy of home-produced content doesn't justify their TV licence costs. 31% felt they should pay some sort of fee and 23% stayed neutral.

When broken down by age, young adults feel most negative, while mature adults feel most positive about the value they get in return for the TV licence fee. Interestingly though, young adults are more likely to agree to paying a fee based on what they choose to watch, suggesting that if the right content is there, younger adults are prepared to pay.

## UNIVERSAL COMMUNICATIONS CHARGE

As TV viewing shifts more and more online, the Government has mooted replacing the current TV licence system with a universal 'communications' charge (UCC), which is a broader fee covering all multi-media used within households.

Six in ten fear that a UCC may be even higher than the TV licence and are therefore against it. 30% are happy with a potential new fee system as long as the price remains at the current level. Just 10% welcome a new universal communications charge as a fairer approach due to the increasing numbers of people who consume TV content through the internet. Young adults who fall into a lower-income bracket, with broad internet usage patterns are least happy about the proposed fee (65%).

This sounds like another way for government to get even more money from tax payers and I would be against it	60% Agree
As long as the price doesn't change, I think a move from a TV licence fee to a universal household charge is fine	30% Agree
This makes good sense as there are households viewing and listening to programmes funded by the licence fee that don't pay a TV licence as they don't own a TV set	10% Agree

## CONCERNS OVER PERSONAL DATA PRIVACY

We know that concerns over privacy and confidentiality are key motivators behind people amending their social media profiles (Carat Pulse research May 2011). But, as concerns over personal data privacy continue to grow, and new ways of tackling this are proposed, we wanted to know more about the broader level of anxiety Irish consumers have about the amount of personal data that site owners or search engines might have on them. Irish online consumers show a great level of concern, which is highest amongst females and more pronounced in the 55+ age cohort.

